



*The information contained within this announcement is deemed by the Company to constitute inside information stipulated under the Market Abuse Regulation (EU) No. 596/2014. Upon the publication of this announcement via the Regulatory Information Service, this inside information is now considered to be in the public domain.*

**LONDON:** Friday, 29 January 2021

## **THE CHARACTER GROUP PLC**

("Character", "Company", "Group")

*Designers, developers and international distributor of toys, games and giftware*

### **Contracts signed to extend Peppa Pig licence and Completion of sale of property**

#### **Peppa Pig licence extension**

The Board of Character (AIM: symbol: CCT.L) is delighted to report that, as contemplated in the Group's announcement on 10 December 2020, agreement has been reached and contracts signed with the brand owner, Hasbro, to continue the Group's current *Peppa Pig* wood products licence through to 31 December 2023 and to significantly extend the product range under that licence. As previously reported, the new toy product categories to be added to this licence include basic plush, eco plush, feature plush, activity toys and a nursery product range.

#### **Completion of sale of property**

The Board is also pleased to confirm that the sale of the freehold to the Group's over-spill warehouse premises at Vernon Works, Oldham in Lancashire was completed today and the receipt, in full of the purchase price of £3.5 million (plus VAT) in cash was received.

#### **The Character Group plc**

**FTSE sector:** leisure goods:

**FTSE AIM All-share: symbol:** CCT

**Market cap:** £90m

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Group website: [www.thecharacter.com](http://www.thecharacter.com)

Product ranges can also be viewed at [www.character-online.co.uk](http://www.character-online.co.uk)

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